

Testable Assumptions Assignment Template

Project position statement

For [students] who [are looking for jobs] during their study years, [Snapjobs] is a [web platform] that [lists all the fixed term, part time, weekend, on call jobs in their area]. Unlike [Indeed, Monster or most of the job platforms around], Snapjobs [aims to focus on fixed term jobs that need no advanced skills].

Core/Summary Value Hypothesis

College/university students are our key personas and they have hard times when they want to do some side jobs during the study years (holidays, breaks, summer...) since the current job platforms are focused on very technical jobs or on jobs that require a degree they do not have. Currently they end up to waste time on such portals, go to bars and stores door by door asking whether they need a clerk or rely on the word of mouth of peers. By creating a job platform focused on simple jobs that can be done while studying, they will use it speeding up the search phase and landing more relevant jobs.

Testable Child Assumptions

1. If we post jobs that are relevant to our target of students, they will click the link to application form
2. If a student uses our service finds that at least 50% of the job offers are interesting
3. If we successfully onboard students, at least 20% of them will subscribe to our newsletter
4. If we encourage people to tell their friends about our service, at least 10% will send a message to a friend
5. If we offer a ebook about the best jobs a student could do, at least 20% is willing to leave the email in exchange

Priority	Type of assumption	Explanation for the Ranking
1	If we post jobs that are relevant to our target of students, they will click the link to application form	This is pivotal as is basically the core of the value proposition. If our target user don't use the service than we a problem about personas and/or problem scenarios
2	If a student uses our service finds that at least 50% of the job offers are interesting	This is a child of our pivotal assumption and test the interest of our target in the solution
2	If we encourage people to tell their friends about our service, at least 10% will send a message to a friend	This is a child of our pivotal assumption and test the referral that our solution can have

2	If we successfully onboard students, at least 20% of them will subscribe to our newsletter	This is a child of our pivotal assumption and measure the retention of our users
2	If we offer a ebook about the best jobs a student could do, at least 20% is willing to leave the email in exchange	This is a child of our pivotal assumption and is related to the acquisition channel

#	Priority	Key Assumptions	Test Vehicles
1	1	If we post jobs that are relevant to our target of students, they will click the link to application form	<i>Concierge</i> We build up a simple site (a blog or like Product Hunt) in which we manually list all the relevant job offer in the geographical area of interest that we can find around. We act like a filter for our target customer
			<i>WOz</i> We get students to a landing page in which we explain the service and see if at least 10% subscribe for updates and announcements
			<i>Sales</i> We run a set of adwords campaigns on the most interesting kind of jobs and see if we get a global CTR > 1%
2	2	If we offer a ebook about the best jobs a student could do, at least 20% is willing to leave the email in exchange	<i>Sales</i> We offer the download of an ebook and see if we can get an email in exchange
3	2	If we encourage people to tell their friends about our service, at least 10% will send a message to a friend	<i>Sales</i> We offer a simple mean on a landing page to share the service on social networks on via SMS/mail to their friends